



New & Improved

# Vitalizer™

Changing Brands Can Change Your Life™





# A Simple Step to Supplementation

Vitamins are essential to life—but most are not produced naturally in the body. A recent study determined **90% of Americans are lacking key nutrients in their diets**; moreover, common factors such as stress and aging can increase the body's need for essential vitamins and minerals.

But which vitamins should you take to supplement your diet? And which brands can you trust?

Shaklee, with 55 years of nutritional expertise, combined the most important vitamins and minerals into Vitalizer™—the ultimate nutritional foundation for a longer, healthier life.\* **Vitalizer provides the best nutritional science in one convenient daily serving.**

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# New & Improved Shaklee Vitalizer™

Backed by 55 years of nutrition science, a first-of-its-kind Landmark Study, 12 clinical trials, and with formulas that target the specific health needs of men, women, and active adults, Shaklee Vitalizer™ is the first step toward an optimal nutritional foundation.

Vitalizer is the most advanced multivitamin supplement pack in the marketplace today, and it features a patent-pending delivery system designed to enhance absorption of key nutrients. Vitalizer is more than just a single multivitamin—with 80 bio-optimized nutrients clinically proven to create a foundation for a longer, healthier life, it's the only comprehensive multivitamin supplement pack you need.\* *There's a Vitalizer that's right for everyone.*

## Men\*

- Heart health
- Prostate health
- Immune health
- Physical energy
- Joint health
- Muscle function
- Digestive health
- Healthy blood pressure

## Women\*

- Bone health
- Breast health
- Heart health
- Immune health
- Physical energy
- Reproductive health
- Digestive health
- Healthy hair, skin, and nails

## Gold\*

- Healthy aging
  - Heart health
  - Bone and joint health
  - Immune health
  - Brain health and cognition
  - Healthy vision
  - Digestive health
  - Physical energy
- (Available with or without vitamin K)



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# Based on 12 Shaklee Clinical Studies

Vitalizer™ is based on 12 clinical studies and a first-of-its-kind Landmark Study. In this groundbreaking study, we collaborated with researchers from the UC Berkeley School of Public Health to evaluate long-term Shaklee supplement users. The study showed the overall health of Shaklee users to be markedly better than nonsupplement users—based, in part, on the four key biomarkers of health below:



**33%** Lower Triglyceride Levels<sup>†</sup>

In the body and in foods, fats exist in a chemical form called triglycerides. Lower levels of triglycerides have been shown to support heart health.

**60%** Lower Levels of C-Reactive Protein<sup>†</sup>

C-reactive protein (CRP) is found in the blood and measures the body's response to biological stress. Lower levels of C-reactive protein can contribute to increased heart health.

**11%** Lower Ratio of Total Cholesterol to HDL Cholesterol<sup>†</sup>

HDL cholesterol helps remove “bad” cholesterol from the blood. A lower ratio of total cholesterol to HDL cholesterol has been shown to promote heart health.

**36%** Lower Levels of Homocysteine<sup>†</sup>

Homocysteine is an amino acid produced naturally in the body. Lower levels of homocysteine in the blood can help support optimal heart health.

Learn more at [LandmarkStudy.com](http://LandmarkStudy.com).

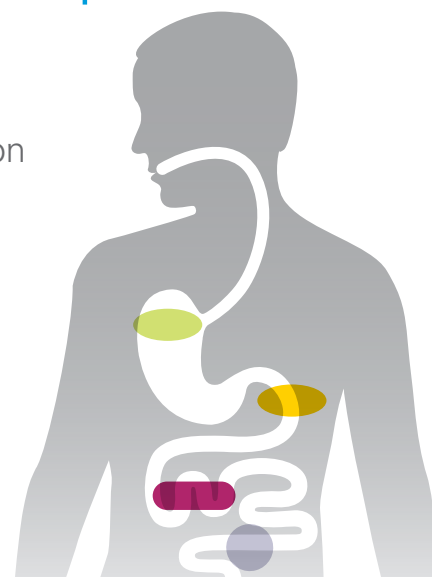
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Research has shown self-rated health to be an excellent predictor of future health, and **8 out of 10** Shaklee users who participated in the Landmark Study described their health as being “Very Good” to “Excellent.”





<sup>†</sup>Percentages reflect Shaklee supplement users compared with nonsupplement users. Data for nonusers was obtained from NHANES 2001–2002 and NHANES III 1988–1994.

# Not All Vitamins Are Created Equal

Shaklee Vitalizer™ is the only multnutrient supplement pack in the marketplace with S.M.A.R.T.™, a patent-pending, cutting-edge delivery system designed to improve absorption of key nutrients, ensuring the right nutrients get to the right place at the right time.



Shaklee  
Micronutrient  
Advanced  
Release  
Technology™

	Why Is it S.M.A.R.T.™?	What Micronutrients Are Delivered?
 Vita-Lea® Advanced Multivitamin	Microcoated for immediate release in the stomach to enhance absorption of folic acid	Highly potent, comprehensive, and balanced daily supplement providing 23 essential vitamins and minerals and 100% or more of the Daily Value of all vitamins
 B+C Complex	Sustained-release delivery to the small intestine; shown in a clinical study to provide up to 198% greater absorption of B vitamins over 12 hours	Optimal levels of vitamin C, as well as essential B vitamins: thiamin, riboflavin, niacin, pantothenic acid, and biotin
 Caroto-E- Omega	Carotenoids, vitamin E, and omega-3 fatty acids are enteric coated for release in the upper intestine to reduce fishy aftertaste	Ultra-pure, pharmaceutical-grade fish oil that contains seven omega-3 fatty acids—with optimal levels of high potency EPA and DHA  Triple berry blend—featuring black raspberry, red raspberry, and blackberry seed extracts—provides <b>77X</b> more polyphenols, ounce for ounce, than juice  Full spectrum of naturally sourced vitamin E, the most effective form  Robust blend of antioxidants, including lutein, lycopene, beta carotene, and alpha carotene
 Optiflora® Probiotic	Triple-layer encapsulation protects the live cultures against harmful stomach acid for release in the lower intestine	Extensively studied active cultures of <i>Lactobacillus acidophilus</i> and <i>Bifidobacterium longum</i>

# How Do Your Vitamins Stack Up?

**55** years of nutritional science  
in one daily serving

**12** Based on 12 clinical studies

**12** patents and patents  
pending

**0** added artificial flavors,  
sweeteners, or preservatives

**1,000+** quality tests every  
time Vitalizer™ is made

**80** bio-optimized nutrients



**1**

Convenient Vita-Strip®  
Exclusive benefits in one easy  
daily serving of Vitalizer



# Benefits Customized for You

## Vitalizer™ Men\*

Heart health—with omega-3 fatty acids and vitamin E  
 Prostate health—with more lycopene, plus zinc<sup>‡</sup>  
 Immune health—high in vitamins C and D, plus zinc  
 Physical energy—high in all eight essential B vitamins  
 Joint health—high in vitamin C, plus manganese  
 Muscle function—with more magnesium, plus calcium<sup>‡</sup>  
 Digestive health—with probiotics  
 Healthy blood pressure—with omega-3 fatty acids  
 and magnesium

## Vitalizer™ Women\*

Bone health—high in calcium and vitamins D and K  
 Breast health—with more vitamin D<sup>‡</sup>  
 Heart health—with omega-3 fatty acids and vitamin E  
 Immune health—high in vitamins C and D, plus zinc  
 Physical energy—high in all eight essential B vitamins  
 Reproductive health—high in folic acid, iron, and calcium  
 Digestive health—with probiotics  
 Healthy hair, skin, and nails—with vitamins A and C, plus  
 biotin and omega-3 fatty acids

## Vitalizer™ Gold\*

Healthy aging—with N-acetylcysteine, more vitamin B<sub>12</sub>,  
 and vitamins C and D<sup>‡</sup>  
 Heart health—with CoQ<sub>10</sub>, omega-3 fatty acids, and  
 vitamin E  
 Bone and joint health—high in calcium and vitamins D,  
 C, and K  
 Immune health—high in vitamins C, D, and A, plus zinc  
 Brain health and cognition—with omega-3 fatty acids,  
 plus vitamins B<sub>6</sub> and B<sub>12</sub>  
 Healthy vision—with lutein and vitamin A  
 Digestive health—with probiotics  
 Physical energy—with all eight essential B vitamins

<sup>‡</sup>Compared to previous Vitalizer formula.

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# Vitalizer™ Men

Item #20282

Caution: If taking blood thinning medications, consult a physician prior to use. Contains vitamin K.

S u p p l e m e n t F a c t s		
Serving Size: 1 Vita-Strip®		
	Amount Per Serving	% DV
Calories	20	
Calories from Fat	10	
Total Fat	1 g	2%**
Total Carbohydrate	2 g	1%**
Protein	<1 g	1%**
Vitamin A (75% as beta carotene from <i>Blakeslea trispora</i> and 25% as vitamin A acetate)	6,250 IU	125%
Vitamin C (as calcium ascorbate and ascorbic acid)	500 mg	833%
Vitamin D <sub>3</sub> (as cholecalciferol)	1,000 IU	250%
Vitamin E (as d-alpha-tocopherol concentrate, d-alpha-tocopheryl succinate, mixed tocopherols, and mixed tocotrienols)	200 IU	667%
Vitamin K (as phytonadione)	100 mcg	125%
Thiamin (as thiamine mononitrate)	9 mg	600%
Riboflavin	10.2 mg	600%
Niacin (as niacinamide)	120 mg	600%
Vitamin B <sub>6</sub> (as pyridoxine hydrochloride)	12 mg	600%
Folate (as folic acid)	400 mcg	100%
Vitamin B <sub>12</sub> (as cyanocobalamin)	36 mcg	600%
Biotin (as d-biotin)	300 mcg	100%
Pantothenic Acid (as d-calcium pantothenate)	60 mg	600%
Calcium (as dicalcium phosphate and calcium ascorbate)	500 mg	50%
Phosphorus (as dicalcium phosphate)	350 mg	35%
Iodine (as potassium iodide and sea kelp)	150 mcg	100%
Magnesium (as magnesium oxide)	225 mg	56%
Zinc (as zinc gluconate)	15 mg	100%
Selenium (as trace mineral protein hydrolysate)	70 mcg	100%
Copper (as copper gluconate)	1 mg	50%
Manganese (as manganese gluconate)	2 mg	100%
Chromium (as trace mineral protein hydrolysate)	120 mcg	100%
Molybdenum (as trace mineral protein hydrolysate)	75 mcg	100%
Sodium	10 mg	<1%
Total Omega-3 fatty acids (from ultra-pure marine lipid concentrate)	500 mg	†
Our full spectrum includes:		
EPA (eicosapentaenoic acid)	280 mg	215%
DHA (docosahexaenoic acid)	180 mg	138%
And five other naturally found fatty acids, including: docosapentaenoic, stearidonic, eicosatetraenoic, heneicosapentaenoic, and alpha-linolenic acids.	40 mg	†
<i>Bifidobacterium longum</i> (probiotic)	250 million CFU	†
<i>Lactobacillus acidophilus</i> (probiotic)	250 million CFU	†
Lycopene (from tomato extract)	5 mg	†
Lutein (as lutein ester from marigold flower extract)	2 mg	†
Zeaxanthin (as zeaxanthin ester from marigold flower extract)	80 mcg	†
Alpha-carotene	0.5 mg	†
Gamma-tocopherol	25 mg	†
Beta- and delta-tocopherol	10 mg	†
Triple Berry Blend (with ellagitannins, gallotannins, anthocyanins, and quercetin) Black raspberry seed extract ( <i>Rubus occidentalis</i> ) Red raspberry seed extract ( <i>Rubus idaeus</i> ) Blackberry seed extract ( <i>Rubus fruticosus</i> )	130 mg	†
Nickel (as trace mineral protein hydrolysate)	15 mcg	†
Tin (as trace mineral protein hydrolysate)	10 mcg	†
Vanadium (as trace mineral protein hydrolysate)	20 mcg	†
Boron (as trace mineral protein hydrolysate)	1 mg	†
Silicon (as silicon dioxide)	2 mg	†

\*\*Percent Daily Values (DV) are based on a 2,000 calorie diet. †Daily Value not established.

# Vitalizer™ Women

Item #20283

Caution: If pregnant, nursing, or taking blood thinning medications, consult a physician prior to use. Contains vitamin K.

Supplement Facts		
Serving Size: 1 Vita-Strip®		
	Amount Per Serving	% DV
Calories	20	
Calories from Fat	10	
Total Fat	1 g	2%**
Total Carbohydrate	2 g	1%**
Protein	<1 g	1%**
Vitamin A (75% as beta carotene from <i>Blakeslea trispora</i> and 25% as vitamin A acetate)	6,250 IU	125%
Vitamin C (as calcium ascorbate and ascorbic acid)	500 mg	833%
Vitamin D <sub>3</sub> (as cholecalciferol)	1,000 IU	250%
Vitamin E (as d-alpha-tocopherol concentrate, d-alpha-tocopheryl succinate, mixed tocopherols, and mixed tocotrienols)	200 IU	667%
Vitamin K (as phytonadione)	80 mcg	100%
Thiamin (as thiamine mononitrate)	9 mg	600%
Riboflavin	10.2 mg	600%
Niacin (as niacinamide)	120 mg	600%
Vitamin B <sub>6</sub> (as pyridoxine hydrochloride)	12 mg	600%
Folate (as folic acid)	400 mcg	100%
Vitamin B <sub>12</sub> (as cyanocobalamin)	36 mcg	600%
Biotin (as d-biotin)	300 mcg	100%
Pantothenic Acid (as d-calcium pantothenate)	60 mg	600%
Calcium (as dicalcium phosphate and calcium ascorbate)	500 mg	50%
Iron (as ferrous fumarate)	18 mg	100%
Phosphorus (as dicalcium phosphate)	350 mg	35%
Iodine (as potassium iodide and sea kelp)	150 mcg	100%
Magnesium (as magnesium oxide)	200 mg	50%
Zinc (as zinc gluconate)	15 mg	100%
Selenium (as trace mineral protein hydrolysate)	70 mcg	100%
Copper (as copper gluconate)	1 mg	50%
Manganese (as manganese gluconate)	2 mg	100%
Chromium (as trace mineral protein hydrolysate)	120 mcg	100%
Molybdenum (as trace mineral protein hydrolysate)	75 mcg	100%
Sodium	10 mg	<1%
Total Omega-3 fatty acids (from ultra-pure marine lipid concentrate)	500 mg	†
Our full spectrum includes:		
EPA (eicosapentaenoic acid)	280 mg	215%
DHA (docosahexaenoic acid)	180 mg	138%
And five other naturally found fatty acids, including: docosapentaenoic, stearidonic, eicosatetraenoic, heneicosapentaenoic, and alpha-linolenic acids.	40 mg	†
<i>Bifidobacterium longum</i> (probiotic)	250 million CFU	†
<i>Lactobacillus acidophilus</i> (probiotic)	250 million CFU	†
Lycopene (from tomato extract)	2.5 mg	†
Lutein (as lutein ester from marigold flower extract)	2 mg	†
Zeaxanthin (as zeaxanthin ester from marigold flower extract)	80 mcg	†
Alpha-carotene	0.5 mg	†
Gamma-tocopherol	25 mg	†
Beta- and delta-tocopherol	10 mg	†
Triple Berry Blend (with ellagitannins, gallotannins, anthocyanins, and quercetin)	130 mg	†
Black raspberry seed extract ( <i>Rubus occidentalis</i> )		
Red raspberry seed extract ( <i>Rubus idaeus</i> )		
Blackberry seed extract ( <i>Rubus fruticosus</i> )		
Cranberry extract ( <i>Vaccinium macrocarpon</i> ) (fruit)	50 mg	†
Nickel (as trace mineral protein hydrolysate)	15 mcg	†
Tin (as trace mineral protein hydrolysate)	10 mcg	†
Vanadium (as trace mineral protein hydrolysate)	20 mcg	†
Boron (as trace mineral protein hydrolysate)	1 mg	†
Silicon (as silicon dioxide)	2 mg	†

\*\*Percent Daily Values (DV) are based on a 2,000 calorie diet. †Daily Value not established.

# Vitalizer™ Gold

Item #20284

Without K:  
Item #20285

Caution: If taking blood thinning medications, consult a physician prior to use. Contains vitamin K.

Supplement Facts		
Serving Size: 1 Vita-Strip®		
	Amount Per Serving	% DV
Calories	20	
Calories from Fat	10	
Total Fat	1 g	2%**
Total Carbohydrate	2 g	1%**
Protein	<1 g	1%**
Vitamin A (75% as beta carotene from <i>Blakeslea trispora</i> and 25% as vitamin A acetate)	6,250 IU	125%
Vitamin C (as calcium ascorbate and ascorbic acid)	500 mg	833%
Vitamin D <sub>3</sub> (as cholecalciferol)	1,200 IU	300%
Vitamin E (as d-alpha-tocopherol concentrate, d-alpha-tocopheryl succinate, mixed tocopherols, and mixed tocotrienols)	200 IU	667%
Vitamin K (as phytonadione)	100 mcg	125%
Thiamin (as thiamine mononitrate)	9.75 mg	650%
Riboflavin	11 mg	650%
Niacin (as niacinamide)	130 mg	650%
Vitamin B <sub>6</sub> (as pyridoxine hydrochloride)	14 mg	700%
Folate (as folic acid)	400 mcg	100%
Vitamin B <sub>12</sub> (as cyanocobalamin)	54 mcg	900%
Biotin (as d-biotin)	300 mcg	100%
Pantothenic Acid (as d-calcium pantothenate)	65 mg	650%
Calcium (as dicalcium phosphate and calcium ascorbate)	500 mg	50%
Phosphorus (as dicalcium phosphate)	350 mg	35%
Iodine (as potassium iodide and sea kelp)	150 mcg	100%
Magnesium (as magnesium oxide)	225 mg	56%
Zinc (as zinc gluconate)	22.5 mg	150%
Selenium (as trace mineral protein hydrolysate)	70 mcg	100%
Copper (as copper gluconate)	1 mg	50%
Manganese (as manganese gluconate)	2 mg	100%
Chromium (as trace mineral protein hydrolysate)	120 mcg	100%
Molybdenum (as trace mineral protein hydrolysate)	75 mcg	100%
Sodium	10 mg	<1%
Total Omega-3 fatty acids (as ethyl esters from ultra-pure marine lipid concentrate)	500 mg	†
Our full spectrum includes:		
EPA (eicosapentaenoic acid)	280 mg	215%
DHA (docosahexaenoic acid)	180 mg	138%
And five other naturally found fatty acids, including: docosapentaenoic, stearidonic, eicosatetraenoic, heneicosapentaenoic, and alpha-linolenic acids.	40 mg	†
<i>Bifidobacterium longum</i> (probiotic)	250 million CFU	†
<i>Lactobacillus acidophilus</i> (probiotic)	250 million CFU	†
Lycopene (from tomato extract)	5 mg	†
Lutein (as lutein ester from marigold flower extract)	2 mg	†
Zeaxanthin (as zeaxanthin ester from marigold flower extract)	80 mcg	†
Alpha-carotene	0.5 mg	†
Gamma-tocopherol	25 mg	†
Beta- and delta-tocopherol	10 mg	†
Triple Berry Blend (with ellagitannins, gallotannins, anthocyanins, and quercetin)	130 mg	†
Black raspberry seed extract ( <i>Rubus occidentalis</i> )		
Red raspberry seed extract ( <i>Rubus idaeus</i> )		
Blackberry seed extract ( <i>Rubus fruticosus</i> )		
Coenzyme Q <sub>10</sub> (as ubiquinone)	30 mg	†
N-acetylcysteine	50 mg	†
Nickel (as trace mineral protein hydrolysate)	5 mcg	†
Tin (as trace mineral protein hydrolysate)	10 mcg	†
Vanadium (as trace mineral protein hydrolysate)	20 mcg	†
Boron (as trace mineral protein hydrolysate)	1 mg	†
Silicon (as silicon dioxide)	2 mg	†

\*\*Percent Daily Values (DV) are based on a 2,000 calorie diet. †Daily Value not established.



Feel Better in 30 Days  
or Your Money Back



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## Free Membership with Vitalizer

Get a free Shaklee membership (a \$19.95 value)  
and save 15% on future purchases

Save an additional  
**10%** with  
AutoShip

CONTACT YOUR SHAKLEE INDEPENDENT DISTRIBUTOR



Founded in 1956, Shaklee is the #1 natural nutrition  
company in the U.S., with more than 1.2 million members  
and distributors worldwide.

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